

# Music Television

## Special Features



# Etere for Music TV

- Integrated Music scheduling
- Music Video Cross fade
- Titling control
- SMS broadcast

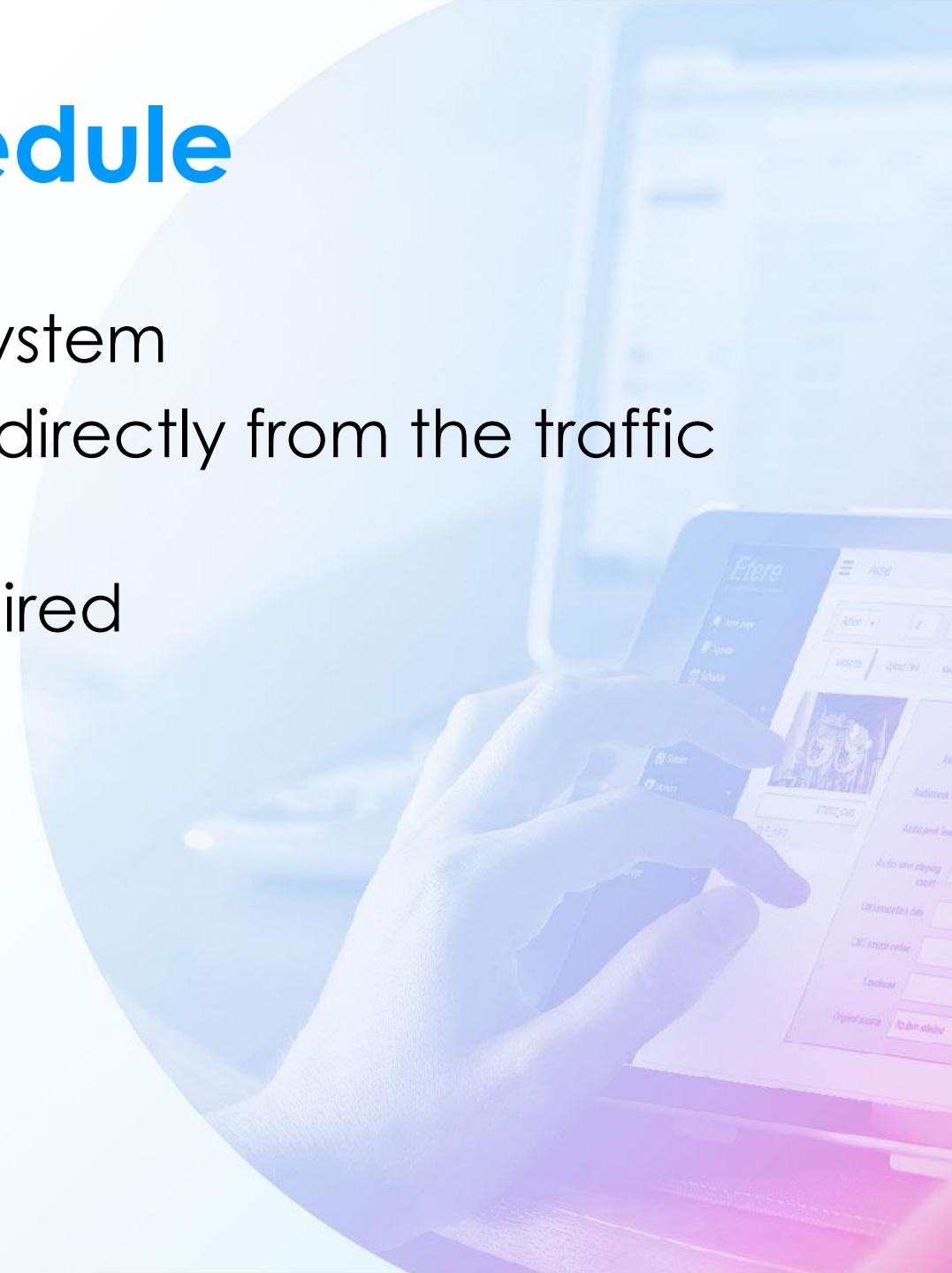


# Video Music Schedule



# Music Schedule

- Etere has its own music schedule system
- The schedule system can be used directly from the traffic system
- Import/export actions are not required
- Any change applies in real-time
- The scheduling is frame accurate



# Music Genres

Songs management

File Tools Show Utilities ?

**CHANNEL 1**

ID  Code  Title  Version

Flexi-metadata Relationships Operations SIAE Resources management Keys/Keyboards People in charge Proposal  
Search General Data Properties Media Workflow Secondary Events Metadata Rights management Tapeless reception TechnicalData


Type  AUDIO FILES

Production Country

Production Date

Self-production Percentage

Independent producer

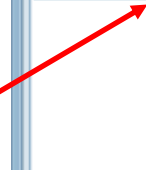


Genres Code Genres Description

|                             |             |
|-----------------------------|-------------|
| <input type="checkbox"/> 2  | ROCK        |
| <input type="checkbox"/> 14 | ALTERNATIVE |

Stations Enabled

- 1 CHANNEL 1
- 2 CHANNEL 2 LITE
- 3 CHANNEL 3

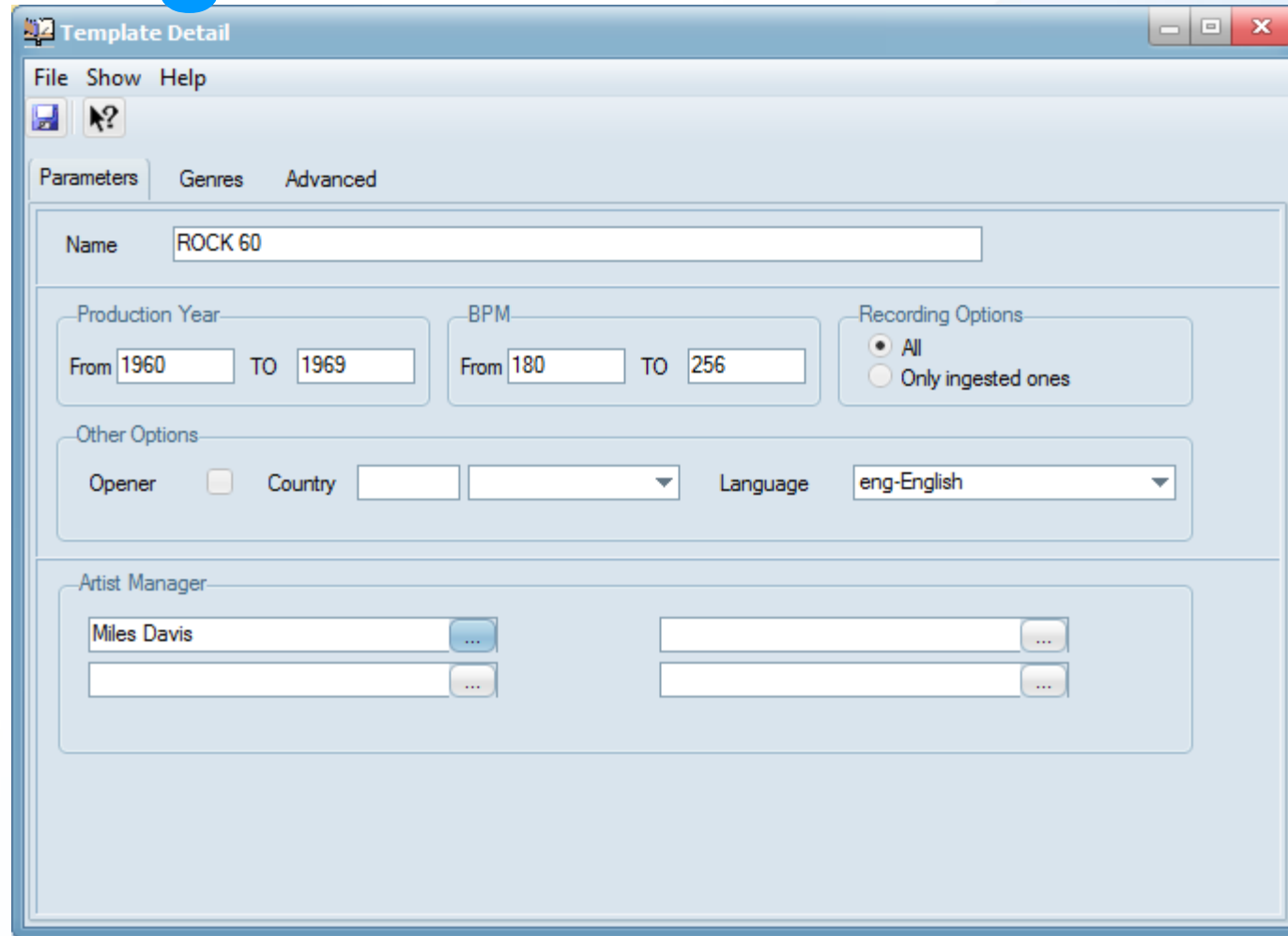


# Music Data

The screenshot displays the 'Media Library' software interface. At the top, the title bar reads 'Media Library' and the menu bar includes 'File', 'Tools', 'Show', and 'Utilities'. Below this, a header for 'CHANNEL 1' is visible. The main content area shows details for a program with ID '42', Code 'A PERFECT DAY', and Title 'A Perfect Day'. A toolbar with various icons is located below the header. A secondary toolbar contains icons for 'Search', 'General Data', 'Properties', 'Media', 'Workflow', 'Secondary Events', 'Metadata', 'Rights management', 'Tapeless reception', and 'TechnicalData'. The 'Secondary Events' tab is active, showing a 'Music Data' section circled in red. This section includes fields for 'Initial Jingle' (ICE\_AGE\_SCRAT), 'B.P.M.' (180), and 'Distance between repetitions (in min)' (10). To the right, the 'Artist Data' section includes 'Voice' (NO), 'Opener' (checked), and 'Language' (eng-English). Below these sections, a 'CG/Crawl/Logo' section is visible, showing a list of logos (ETX LOGO, STMAN) and a configuration panel with fields for 'Text', 'Logo', 'CG Template', 'Logo effect', 'Repeat No.', 'Repeat Rate', 'Start', and 'Duration'. The 'Activate' and 'Commercials' checkboxes are also present.

Media Library  
File Tools Show Utilities ?  
CHANNEL 1  
ID 42 Code A PERFECT DAY Title A Perfect Day  
Search General Data Properties Media Workflow Secondary Events Metadata Rights management Tapeless reception TechnicalData  
Secondary Events  
Music Data  
Initial Jingle ICE\_AGE\_SCRAT  
B.P.M. 180  
Distance between repetitions (in min) 10  
Artist Data  
Voice NO  
Opener   
Language eng-English  
CG/Crawl/Logo Event type Audio Over Dsk Icon/color Notes Audio  
ETX LOGO ETX LOGO ETX LOGO ETX LOGO STMAN  
Text Logo 0  
CG Template 0 Logo effect Off  
Repeat No. 0 Repeat Rate 0  
Start (mmm:ss.ff) 0000:00.00 Duration (mmm:ss.ff) 0000:00.00  
Activate  
Commercials

# Integrated Music Formats



The screenshot shows a software window titled "Template Detail" with a menu bar (File, Show, Help) and a toolbar. Below the toolbar are three tabs: "Parameters", "Genres", and "Advanced". The "Parameters" tab is active and contains several configuration sections:

- Name:** A text input field containing "ROCK 60".
- Production Year:** A range selector with "From" and "TO" fields, currently set to "1960" and "1969".
- BPM:** A range selector with "From" and "TO" fields, currently set to "180" and "256".
- Recording Options:** Two radio buttons: "All" (selected) and "Only ingested ones".
- Other Options:** An "Opener" checkbox (unchecked), a "Country" dropdown menu, and a "Language" dropdown menu set to "eng-English".
- Artist Manager:** A section with four text input fields, each with a "..." button to its right. The first field contains "Miles Davis".

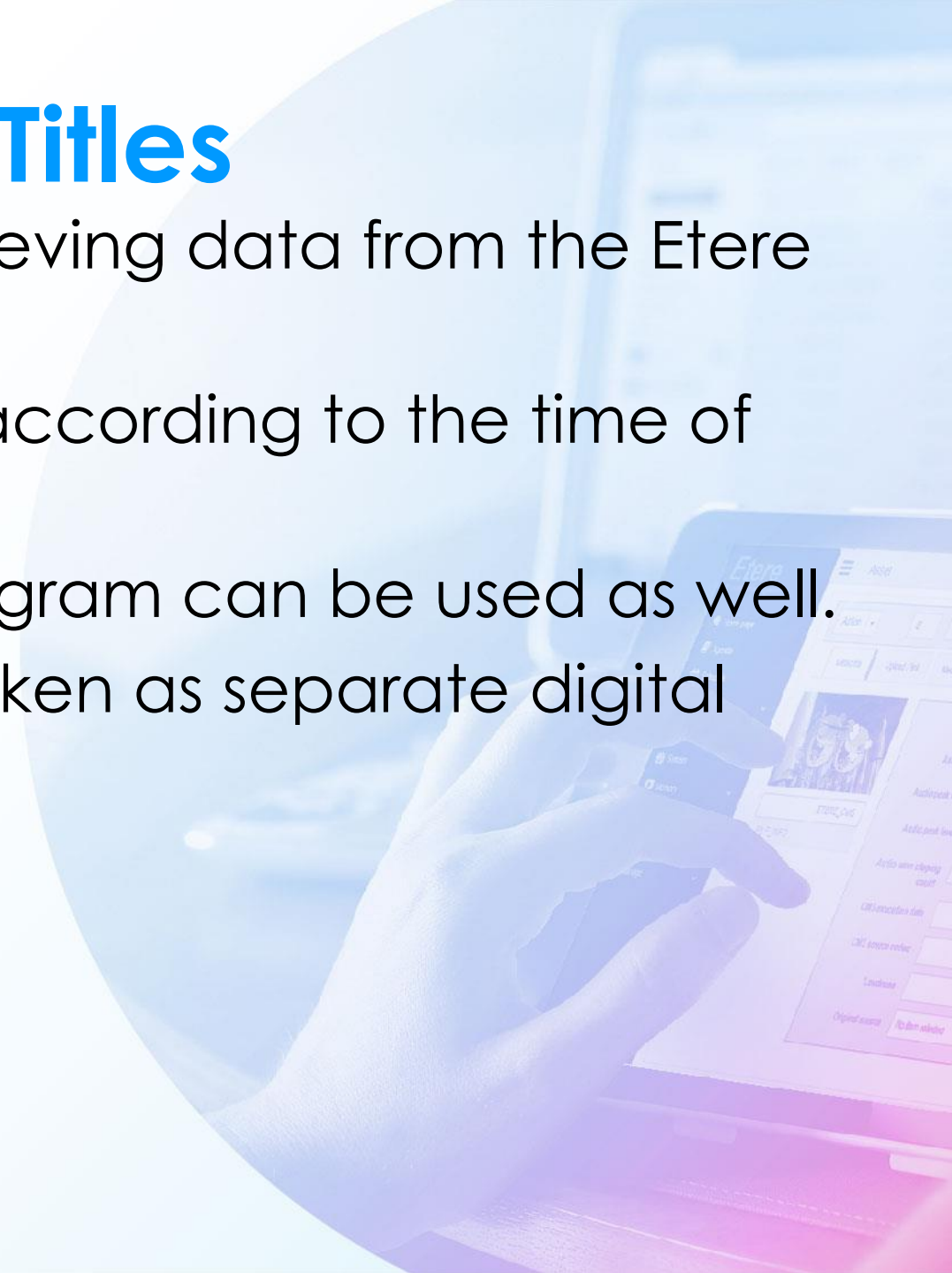
# Integrated Song Titles





# Integrated Titles

- Etere controls the movie titling retrieving data from the Etere database
- Different templates can be used, according to the time of the day
- Special templates related to a program can be used as well.
- Video clips and titles are always taken as separate digital information



# Database

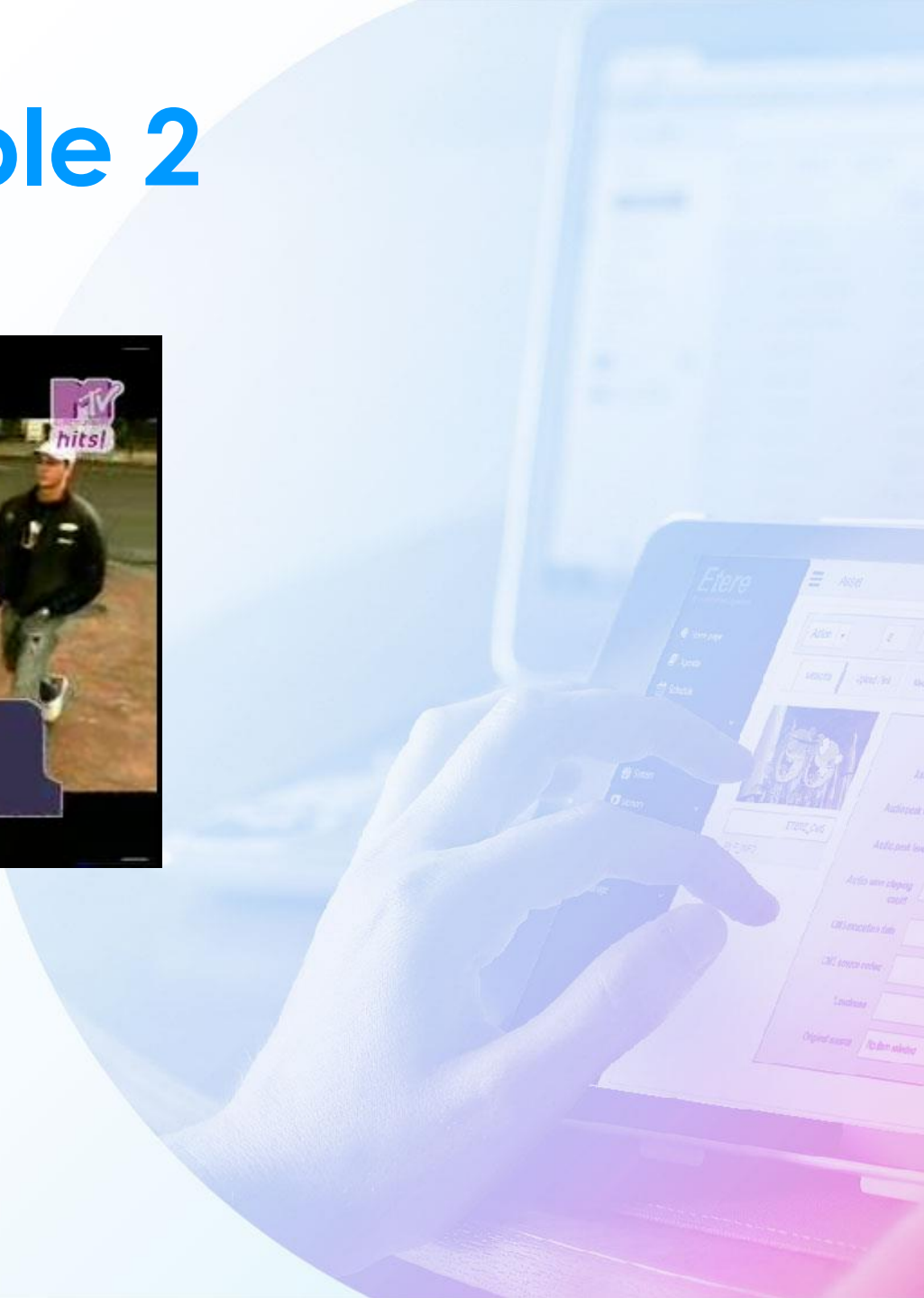
The screenshot displays a software window titled "Media Library" with a menu bar (File, Tools, Show, Utilities ?) and a toolbar. The main area is titled "CHANNEL 1" and contains several input fields: "ID" (42), "Code" (A PERFECT DAY), "Title" (A Perfect Day), and "Version" (1). Below these fields is a row of icons for various functions: TechnicalData, Search, General Data, Flexi-metadata, Properties, Relationships, Media, Operations, Workflow, SIAE, Secondary Events, Resources management, Metadata, Keys/Keyboards, Rights management, People in charge, and Proposal. A secondary row of tabs includes CL, Video, Info, Album, Artist, Director, Quality Check, Sponsor, and Musical data. The "Album" tab is active, showing the text "A PERFECT DAY". At the bottom, a table lists artists and their roles:

| Artist         | Role     | Duration    |
|----------------|----------|-------------|
| Noel Gallagher | Composer | 00:00:00.00 |
| Oasis          | SINGER   | 00:00:00.00 |

# Titles – Samples 1



# Titles – Sample 2



# Activation of Special Title Format

Executive Editor  
Schedule Functions Edit Tools AD Insertion Air Sales Show Help

CHANNEL 1 Real schedule, Sunday 01 May 2016

Main Active - Path not found

Not connected

Main Backup

STILL D-STILL SKIP RESTART Recue PROTECT CLONE LIVE SK2LIVE

| Icons | Time        | Code          | Description             | Type                    | Duration   | Filename         | Timecode in | Timecode out | Secondary Events |
|-------|-------------|---------------|-------------------------|-------------------------|------------|------------------|-------------|--------------|------------------|
|       | 06:00:00.00 | START         | ***** START *****       | START                   | 0000:00:00 |                  |             |              |                  |
|       | 06:00:00.00 | FTV_KAREN     | FTV_KAREN               | PROGRAM - FICTION       | 0004:00:01 |                  | 00:00:00.00 | 00:04:00.00  |                  |
|       | 06:04:00.01 | FAF           | FAST AND FURIOUS        | PROGRAM - TV MOVIE      | 0027:55:23 | FAF              | 00:02:04.03 | 00:30:00.00  |                  |
|       | 06:31:55.24 | FORD          | FORD SPOT               | COMMERCIAL - COMMERCIAL | 0000:30:14 | FORD             | 00:00:00.00 | 00:00:30.13  |                  |
|       | 06:32:26.13 | MYLICON       | MYLICON SPOT            | COMMERCIAL - COMMERCIAL | 0000:30:14 | MYLICON          | 00:00:00.00 | 00:00:30.13  |                  |
|       | 06:32:57.02 | JOCCA         | JOCCA SPOT              | COMMERCIAL - COMMERCIAL | 0000:30:02 |                  | 00:00:00.00 | 00:00:30.01  |                  |
|       | 06:33:27.04 | FAF           | FAST AND FURIOUS        | PROGRAM - TV MOVIE      | 0013:47:24 | FAF              | 00:46:12.02 | 01:00:00.00  |                  |
|       | 06:47:15.03 | ATTACKTHEBLOC | ATTACK THE BLOCK - INVA | PROGRAM - MUSIC VIDEO   | 0001:40:17 | AttackTheBlock   | 00:00:00.00 | 00:01:40.16  |                  |
|       | 06:48:55.20 | BENNORD       | WELCOME ABOARD          | NEWS                    | 0001:52:14 | bernard          | 00:00:01.03 | 00:01:53.16  |                  |
|       | 06:50:48.09 | NESPRESSO     | NESPRESSO SPOT          | COMMERCIAL - COMMERCIAL | 0000:30:14 | NESPRESSO        | 00:00:00.00 | 00:00:30.13  |                  |
|       | 06:51:18.23 | INFASIL       | INFASIL SHOWER          | COMMERCIAL - COMMERCIAL | 0000:30:11 | INFASIL          | 00:00:00.00 | 00:00:30.10  |                  |
|       | 06:51:49.09 | FAF           | FAST AND FURIOUS        | PROGRAM - TV MOVIE      | 0015:00:00 | FAF              | 01:00:00.01 | 01:15:00.00  |                  |
|       | 07:06:49.09 | MYLICON       | MYLICON SPOT            | COMMERCIAL - COMMERCIAL | 0000:30:14 | MYLICON          | 00:00:00.00 | 00:00:30.13  |                  |
|       | 07:07:19.23 | FAF           | FAST AND FURIOUS        | PROGRAM - TV MOVIE      | 0015:00:00 | FAF              | 01:15:00.01 | 01:30:00.00  |                  |
|       | 07:22:19.23 | CORRIERE      | CORRIERE SPOT           | COMMERCIAL - COMMERCIAL | 0000:30:14 | CORRIERE         | 00:00:00.00 | 00:00:30.13  |                  |
|       | 07:22:50.12 | FAF           | FAST AND FURIOUS        | PROGRAM - TV MOVIE      | 0021:59:02 | FAF              | 01:30:00.01 | 01:51:59.02  |                  |
|       | 07:44:49.14 | 232           | FICHIER1                | PROGRAM - TV MOVIE      | 0002:00:01 | FICHIER1_1-2_Fra | 00:00:00.00 | 00:02:00.00  |                  |

Special activation

# SMS Broadcast



# SMS Broadcast

- The SMS broadcast is divided into 2 parts
  - SMS messages during video clip breaks
  - SMS messages meanwhile the clip runs
- The video message arrive with a mpeg file played by a PC
- The txt message can contain also a picture.
- All the messages arrive as xml file through a Ftp site protected by a firewall
- Etere STMAN make the necessary computation to avoid the SMS broadcasting during the video is titled, so only one graphic device is required.

# SMS Sample with Picture



**Nick: alexdelarge**

**Testo testo**

**Invia i tuoi sms al 48468. Per iscriverti a MtvClub manda un sms con: mc star.....**

Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del Teletext.





# Video Message



## Star of the Day

Sei iscritto a MtvClub? Puoi chattare con questo MtvClubber. Manda un Sms al 48468 con: chat entra. Per mandare un Sms con: chat, seguito dal suo nick. Info a p.400 del Teletext di Mtv

Per iscriverti a MtvClub, manda un Sms al 48468

nick: **alexdelarge**

eta': **25**

dove abito: **Veneto**

passioni: **cucina, cinema, libri e fumetti**

genere musicale: **alternative rock**

artista preferito: **Velvet Underground**

segni particolari: **ho 3 capezzoli**

parola chiave: **idiozia**

Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del Teletext

# Karaoke Integration



# Karaoke Integration

- ETERE can manage Subtitles/karaoke
- ETERE handles the subtitle file
- Etere controls the CG for playout
- Etere allow to preview subtitles in low res



# Subtitle Management

Properties

Code  Description  Duration

CG/Crawl/Logo Event type Audio channels **Dsk** Icon/color Notes Audio data

DSK 1 DSK 2 DSK 3

Activate  Activate  Activate

For all the event  For all the event  For all the event

Start (mmm:ss.ff) Start (mmm:ss.ff) Start (mmm:ss.ff)

Duration (mmm:ss.ff) Duration (mmm:ss.ff) Duration (mmm:ss.ff)

...  ...  ...

EPG

Subtitles

File to import

Pag.

OK Cancel Apply

Subtitle Presence

Subtitle Style

# Subtitle Preview

The screenshot displays the Executive Editor interface for CHANNEL 1, showing a real schedule for Saturday, December 1, 2012. The interface includes a menu bar, a toolbar, and a main schedule table. A subtitle preview window is open, showing a video frame with a man sitting on a bench and the subtitle "ra non le 3.0 caputo".

**Executive Editor**  
Schedule Functions Edit Tools AD Insertion Air Sales Show Help  
CHANNEL 1 Real schedule, sabato 01 dicembre 2012

Countdown: 00:22:27.09  
Live: 04:08:03.23  
Elapsed: 00:01:09.17

| Icons | Time        | Code          | Timecode in | Timecode out | Description                 | Properties | Type                    | Duration   | File name            | Aspect            | Secondary Events |
|-------|-------------|---------------|-------------|--------------|-----------------------------|------------|-------------------------|------------|----------------------|-------------------|------------------|
| ✓     | 02:31:43.07 | HD_LDL        | 00:00:00.00 | 00:01:45.18  | HD_LDL                      | 16:9 HD    | PROGRAM - TRAILER       |            |                      |                   |                  |
| ✓     | 02:33:29.01 | HD_PROJECTX   | 00:00:00.00 | 00:02:12.00  | HD_PROJECTX                 | 16:9 HD    | PROGRAM - TRAILER       |            |                      |                   |                  |
| ✓     | 02:35:41.02 | HD_THEWOW     | 00:00:00.00 | 00:00:58.09  | HD_THEWOW                   | 16:9 HD    | PROGRAM - TRAILER       |            |                      |                   |                  |
| ✓     | 02:36:39.12 | MET_ICEAGE    | 00:00:00.00 | 00:04:36.22  | MET_ICEAGE                  | 16:9 SD    | PROGRAM - TRAILER       |            |                      |                   |                  |
| ✓     | 02:41:16.10 | MET_LOTR      | 00:00:00.00 | 00:01:37.00  | MET_LOTR                    | 4:3 LB     | PROGRAM - TRAILER       |            |                      |                   |                  |
| ✓     | 02:42:53.11 | MET_MATRIXPRE | 00:00:00.00 | 00:01:18.17  | MET_MATRIXRELOADDEI         | 4:3 LB     | PROGRAM - TRAILER       |            |                      |                   |                  |
| ✓     | 02:44:12.04 | MET_SPIDERMA  | 00:00:00.00 | 00:00:31.14  | MET_SPIDERMAN               | 4:3 LB     | PROGRAM - TRAILER       |            |                      |                   |                  |
| ✓     | 02:44:43.19 | MET_SWAT      | 00:00:00.00 | 00:01:40.14  | MET_SWAT                    | 16:9 SD    | PROGRAM - TRAILER       |            |                      |                   |                  |
| ✓     | 02:46:24.09 | CS04          | 00:00:00.00 | 00:03:35.24  | dubay                       | 16:9 HD    | PROGRAM - DOCUMENTARY   |            |                      |                   |                  |
| ✓     | 02:50:00.09 | CS05          | 00:00:00.00 | 00:02:53.10  | boxe                        | 16:9 HD    | PROGRAM - DOCUMENTARY   |            |                      |                   |                  |
| ✓     | 02:52:53.20 | GCL_109820    | 00:00:00.00 | 00:27:00.14  | costarica                   | 4:3 LB     | PROGRAM - DOCUMENTARY   |            |                      |                   |                  |
| ✓     | 03:19:54.10 | GCL_127363    | 00:00:00.00 | 00:12:30.20  | poker                       | 4:3 LB     | PROGRAM - DOCUMENTARY   |            |                      |                   |                  |
| ✓     | 03:32:25.06 | NESPRESSO     | 00:00:00.00 | 00:00:30.13  | NESPRESSO                   | 16:9 SD    | COMMERCIAL - COMMERCIAL | 0000:30.14 | OMTX NESPRESSO       | SD 16:9           |                  |
| ▶     | 03:32:55.20 | GCL_129029    | 00:00:00.00 | 00:23:37.00  | bruschetta estiva           | 4:3 LB     | PROGRAM - DOCUMENTARY   | 0023:37.01 | OMTX GCL_129029      | SD 4:3 Letter Box |                  |
| ▶     | 03:56:32.21 | GCL_150401    | 00:00:00.00 | 00:19:43.12  | roma trigoria               | 4:3 LB     | PROGRAM - DOCUMENTARY   | 0019:43.13 | OMTX GCL_150401      | SD 4:3 Letter Box |                  |
| ▶     | 04:16:16.09 | GCL_96451     | 00:00:00.00 | 00:25:16.06  | rio de janeiro              | 4:3 LB     | PROGRAM - DOCUMENTARY   | 0025:16.07 | OMTX GCL_96451       | SD 4:3 Letter Box |                  |
| ▶     | 04:41:32.16 | HD_MASSERIA_  | 00:00:00.00 | 00:22:46.18  | sitcom masseria sciarra - 1 | 16:9 HD    | PROGRAM - DOCUMENTARY   | 0022:46.19 | OMTX HD_MASSERIA_ HD |                   |                  |
| ▶     | 05:04:19.10 | HD_MASSERIA_  | 00:00:00.00 | 00:21:46.18  | sitcom masseria sciarra 12  | 16:9 HD    | PROGRAM - DOCUMENTARY   | 0021:46.19 | OMTX HD_MASSERIA_ HD |                   |                  |
| ▶     | 05:26:05.01 | FDY_AQUA      | 00:00:00.00 | 00:01:00.10  | FDY_AQUA                    | 16:9 HD    | PROGRAM - TRAILER       | 0001:00.11 | OMTX FDY_AQUA        | SD 16:9           |                  |

Timecode

Subtitle Preview